

In the claims:

1. (currently amended) A method of presenting script associated with a predetermined storyline to be followed by a telemarketer during a threaded conversation with a customer, such method comprising the steps of:
  - providing a plurality of auxiliary scripts at least some of which may be concatenated to form the predetermined storyline;
  - recognizing a word content of a response of the customer to a first portion of the presented script of the threaded conversation;
  - detecting key words and key words in context of the response;
  - evaluating the detected key words in context to determine information content of the key words in context;
  - comparing the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected customer response with a closest relative match; and
  - following a script of the plurality of scripts associated with the selected expected customer response of the customer as a second concatenated portion of the presented script of the predetermined storyline.
2. (original) The method of presenting script as in claim 1 further comprising recognizing a word content of the telemarketer during presentation of the first portion.
3. (original) The method of presenting script as in claim 1 wherein the step of recognizing a word content of the telemarketer during presentation of the first portion further comprises detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script.
4. (original) The method of presenting script as in claim 3 wherein the step of detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script further comprises measuring an objective performance level of the telemarketer and associating the measured performance level with the deviation.

5. (original) The method of presenting script as in claim 4 wherein the step of associating the measured performance level with the deviation further comprises changing the first portion of the script when the performance level exceeds a threshold level.
6. (original) The method of presenting script as in claim 1 further comprising subjectively evaluating a response of the customer to the first portion of the presented script by the telemarketer.
7. (original) The method of presenting script as in claim 6 further comprising using the subjective evaluation of the customer by the telemarketer to resolve ambiguity.
8. (original) The method of presenting script as in claim 1 further comprising recognizing a negative response from the customer.
9. (original) The method of presenting script as in claim 8 wherein the step of detecting a negative response further comprising recognizing obscenities in the response.
10. (original) The method of presenting script as in claim 8 wherein the step of recognizing a negative response further comprises terminating the conversation.
11. (currently amended) An apparatus for presenting script associated with a predetermined storyline to be followed by a telemarketer during a threaded conversation with a customer, such apparatus comprising:
  - means for providing a plurality of auxiliary scripts at least some of which may be concatenated to form the predetermined storyline;
  - means for recognizing a word content of a response of the customer to a first portion of the presented script of the threaded conversation;
  - means for detecting key words and key words in context of the response;

means for evaluating the detected key words in context to determine information content of the key words in context;

means for comparing the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected customer response with a closest relative match; and

means for following a script of the plurality of scripts associated with the selected expected customer response of the customer as a second portion of the presented script of the predetermined storyline.

12. (original) The apparatus for presenting script as in claim 11 further comprising means for recognizing a word content of the telemarketer during presentation of the first portion.

13. (original) The apparatus for presenting script as in claim 11 wherein the means for recognizing a word content of the telemarketer during presentation of the first portion further comprises means for detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script.

14. (original) The apparatus for presenting script as in claim 13 wherein the means for detecting deviations between the recognized word content of the telemarketer and the first portion of the presented script further comprises means for measuring an objective performance level of the telemarketer and associating the measured performance level with the deviation.

15. (original) The apparatus for presenting script as in claim 14 wherein the means for associating the measured performance level with the deviation further comprises means for changing the first portion of the script when the performance level exceeds a threshold level.

16. (original) The apparatus for presenting script as in claim 11 further comprising means for subjectively evaluating a response of the customer to the first portion of the presented script by the telemarketer.

17. (original) The apparatus for presenting script as in claim 16 further comprising means for using the subjective evaluation of the customer by the telemarketer to resolve ambiguity.

18. (original) The apparatus for presenting script as in claim 11 further comprising means for recognizing a negative response from the customer.

19. (original) The apparatus for presenting script as in claim 18 wherein the means for detecting a negative response further comprising means for recognizing obscenities in the response.

20. (original) The apparatus for presenting script as in claim 18 wherein the means for recognizing a negative response further comprises means for terminating the conversation.

21. (currently amended) An apparatus for presenting script associated with a predetermined storyline to be followed by a telemarketer during a threaded conversation with a customer, such apparatus comprising:

a plurality of auxiliary scripts at least some of which may be concatenated to form the predetermined storyline;

word recognition software adapted to recognize a word content of a response of the customer to a first portion of the presented script of the threaded conversation;

a parsing processor adapted to detect key words and key words in context of the response;

an information content processor adapted to evaluate the detected key words and key words in context to determine an information content;

an information comparator adapted to compare the information content of the evaluated words with an information content of a plurality of expected customer responses and selecting the expected customer response with a closest relative match; and  
a script display which allows an agent to follow a script of the plurality of auxiliary scripts associated with the selected expected customer response of the customer as a second portion of the presented script of the predetermined storyline.

22. (original) The apparatus for presenting script as in claim 21 further comprising a deviation processor adapted to detect deviations between the recognized word content of the telemarketer and the first portion of the presented script.
23. (original) The apparatus for presenting script as in claim 22 wherein the deviation processor further comprises a performance processor adapted to measure an objective performance level of the telemarketer and associating the measured performance level with the deviation.
24. (original) The apparatus for presenting script as in claim 11 further comprising a cursor and receptiveness chart adapted to allow the telemarketer to subjectively evaluate a response of the customer to the first portion of the presented script by the telemarketer.
25. (original) The apparatus for presenting script as in claim 21 further comprising a disengagement processor adapted to recognize obscenities in the response.
26. (original) A method of selecting script for presentation to a customer during a threaded conversation, such method comprising the steps of:  
recognizing a word content of a response of the customer to a first portion of the threaded conversation;  
detecting key words in context of the response;  
evaluating the detected key words in context to determine an information content;

comparing the information content of the evaluated words with an information content of each of a plurality of expected customer response; and

selecting the expected customer response with a closest relative match for presentation to the customer.